



museum of arts and design

**INAUGURAL CITYWIDE EVENT THAT SHOWCASES AND PROMOTES
DESIGN FEATURES THE MUSEUM OF ARTS AND DESIGN EXHIBITION
AND PUBLIC PROGRAMS**

TOWN HALL EVENT AT MAD LAUNCHES NYCxDESIGN ON MAY 10, 2013

New York, NY (May 3, 2013) The Museum of Arts and Design is proud to announce its participation in New York City's inaugural citywide event showcase and promote design of all disciplines, NYCxDESIGN. Held from May 10 through May 21, 2013, staged across all five boroughs, this twelve-day long celebration will include a robust program, spanning all disciplines of design from architecture to fashion, from graphic and product design to furniture and digital design. To celebrate the launch of NYCxDESIGN, MAD will host a town hall discussion, "Supporting Design" on May 10, featuring a group of key voices from the NYC design community. Our current exhibition *After the Museum: The Home Front 2013* is also a part of NYCxDESIGN.

Organized around the umbrella topic of "Supporting Design in NYC," the town hall invites representatives from all areas of design—among them Willy Wong (NYC&Co), Kiel Meade (American Design Club), David Giles (Center for an Urban Future), Simon Collins (Parsons), and Elisa Orlansky Ours (Corcoran Sunshine)—for an open-ended dialogue to generate ideas and strategies to better support design in New York City. Topics will include: the benefits and deficiencies of the infrastructure in place to support the city's vibrant design community; tactics for building connections and increasing collaboration between the various areas of design practiced in New York City; and the role of museums, schools, government bodies, and commercial entities to link to and support the creative work of New York's design community at large. The event will open with a panel discussion, which will be moderated by Dan Rubinstein, Editor in Chief of *Surface* magazine and co-curator of *After the Museum: The Home Front 2013*.

Also part of NYCxDESIGN is the exhibition *After the Museum*, the first physical exhibition of "The Home Front: American Design Now," the Museum of Arts and Design's annual design program. Gathering a variety of unique design voices from throughout NYC, *After the Museum* utilizes the institution as a platform for launching new, radical and unorthodox proposals for contemporary art and design museums in the 21st century. As artists, designers, and corporations have increasingly begun to stage exhibitions, lectures, and workshops modeled from the role of museums in the 20th century, current museum forms are increasingly called into question. Reacting to this new cultural reality, *After the Museum* stages and presents a series of installations and programs that reveal the largely hidden research component of the design practice, while examining cultural institution's role in the shaping of design past, present, and

future. Participants include Snarkitecture, Superscript, Charlie O'Geen, REPLY, Keetra Dean Dixon and JK Keller, The American Design Club, Project Projects, and The LAB at Rockwell Group. The exhibition is on view through June 2, 2013.

SCHEDULE OF MAD EVENTS DURING NYCxDISIGN

Friday, May 10

Supporting Design in NYC

Theatre

4:00—6:00 pm

Free

A town hall discussion. Panel discussion followed by a Q&A. Panelists include: Willy Wong (NYC&Co), Kiel Meade (American Design Club), and David Giles (Center for an Urban Future). [More](#)

May 11—May 22

4 Years

2nd Floor Galleries

11:00 am—6:00 pm

Museum Admission: \$15 General, \$12 Students

Highlights from each of American Design Club's shows from the last four years will be on display at the Museum of Arts and design as a temporary exhibition within *After the Museum*. [More](#)

Tuesday, May 14

Commerce + Curation: Present

2nd Floor Galleries

7:00 pm

Free

Panelists include: Ruth Shapiro, Director of Business Development, Museum of Modern Art; Franci Sagar, Director and Vice President of Retail and Brand Development, Museum of Arts and Design; Stuart Gerstein, Director of Wholesale and Retail Operations, Philadelphia Museum of Art. [More](#)

Wednesday, May 15

A Life in Collecting with Iris Apfel

Theatre

7:30 pm

\$10 General / \$8 Members and Students

A live interview and audience Q&A hosted by Deborah Needleman, Editor-in-Chief of *T: The New York Times Style Magazine*. Apfel will reflect on her personal style and how it relates to her passion for collecting, her varied career in design, and her advice for today's generation of burgeoning creatives. [More](#)

Thursday, May 16

Artist Dialog with Charlie O'Geen

2nd Floor Galleries

7:00 pm

Free with Pay-What-You-Wish Admission

Join *After the Museum* artist/designer Charlie O' Geen as he leads a discussion of his work. [More](#)

Sunday, May 19

Everything is Always Changing All the Time
2nd Floor Galleries

2:00 pm

Free with Museum Admission

Teaming with the Minneapolis-based design studio ROLU and artist/musician Alexis Georgopoulos (ARP), Various Projects present the collaborative performance work “Everything Is Always Changing All The Time.” Taking their cue from a quote by legendary composer John Cage, “Everything Is Always Changing All The Time” reinforces the collaborative nature of John Cage’s practice while commenting on the ephemeral nature of the museum setting. [More](#)

Monday, May 20

A Conversation on Design and Innovation
Theater

7:00 pm

Free

On the heels of Pratt’s 125th Anniversary, Pratt teams with the Museum of Arts and Design to host a conversation on the new age of right-brain dominance, current leaders in this area, and how it can define the creative economy. [More](#)

Tuesday, May 21

Commerce + Curation: Future
2nd Floor Galleries

7:00 pm

Free

A talk about the relationship of editorial content and history to buying, selling, and showcasing design now. [More](#)

ABOUT NYCxDESIGN

Hosted in the world’s design capital, the 12-day event will bring together culture, education, commerce and entertainment with a full, varied program, including exhibitions, installations, trade shows, talks, launches and open studios. Spanning all disciplines of design, from graphic and product design to architecture and fashion, digital and urban design to furniture and design thinking. NYCxDESIGN looks to create a platform for cultural and commercial opportunities, elevate established and emerging design practices and increase awareness of and appreciation for design by all audiences.

NYCxDESIGN is a collaboration among the City Council, Mayor’s Office, City agencies and a steering committee composed of some of the City’s most renowned design institutions, retailers, manufacturers, entrepreneurs, curators, educators, editors and—of course—designers.

Events will be staged across all five boroughs, from convention facilities and galleries to design schools and public parks. The NYCxDESIGN website will list details for all featured events, including necessary transportation information. Check individual event listings for details. Visit nycxdesign.com

ABOUT THE MUSEUM OF ARTS AND DESIGN

MAD explores the intersection of art, craft, and design today, through exhibitions and programs focusing on contemporary creation, materials and processes, from handmade to digital. A dynamic roster of public programs engages visitors in the creative process, including open studios, workshops, tours, and master classes. Lectures, films, performances, and symposia related to the Museum's collection and current topics in the world of contemporary art, craft, and design are held in MAD's 144-seat auditorium.